

# We Can Give the World A VISION OF AMERICA!

by Karl E. Mundt

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**Here is a bold plan for using television to turn neutrals into friends and friends into strong and reliable allies for the U.S.**

WASHINGTON, D. C.

**T**HE Communists have three great allies — hunger, ignorance and fear. Our armed might can attack the Communists, and it can reduce the fear that small nations have when threatened by the Russian terror. But *education* is the only final answer to hunger and ignorance.

In this article I'd like to propose a way in which television can be put to work overseas, as America's mightiest weapon in the battle against Communism's other allies, hunger and ignorance.

Actually there are two fronts to the battle. On Russia's side of the Iron Curtain, radio — our "Voice of America" — is still the only effective weapon. But on this side, in the countries of Asia and Western Europe which are most directly threatened by Communism, there is a wide-open field for television. It is a medium of truth and education which the Russians cannot hope to match.

So, alongside of our "Voice," let us create a "Vision of America" and use it to back our American "know-how" with "show-how." If such a network carried only the true news, it would be invaluable. But used as a teaching aid — precisely as radio and even television are used today in United States schools — it could be the greatest educational enterprise in history.

## Big Screens

**FANTASTIC? Expensive?** It would not cost as much as you might think. First of all, the "Vision of America" would use large screens, six feet square. According to representatives of the television industry who have been working on this idea with several of us in the Senate, 500 to 1,000 persons could watch one screen. These could be set up in schools, churches, local government buildings, tents, or in the open air. Since they would be used only for one-channel broadcasting, they would be cheap to make — and simplicity itself to use.

Henry F. Holthusen, a New York lawyer who was consultant in setting up the original "Voice of America," and William B. Halstead, communications engineer, who has

done other pioneer work in television, have been leaders in developing this idea, think the first most logical place to try it would be in Germany or Japan.

A complete television set-up which would effectively blanket Japan from tip to tip would cost \$4,600,000 — about as much as we spend for two B-36 bombers. And with "The Vision of America" we could bombard an entire people with new facts and new ideas!

Programs would originate in each country, using both film and live actors. By utilizing local talent, speaking local dialects, programs could be geared directly to the interests and needs of the people.

**New technical advances make it possible to establish such a TV network without the use of the expensive "coaxial cable" formerly thought necessary.** Relay stations would be from 60 to 70 miles apart.

Not the least important part of this program is that these relay stations are practically unjammable. In places like Germany, where we border the Russian area of influence, this project could have its greatest impact.

## Our Record

**LET** the Russian radio rave about "Dwarf Truman" who "sits in the White House thinking up new acts of aggression," but on the television screen in their own villages the natives could see on TV newsreels the faces and figures of our national leaders. Even more important than hearing our words and the words of the United Nations would be the record of our deeds — and the fact that this network, used for education, would help people to help themselves.

We Americans forget how backward is most of the world. An average 16-year-old American farm boy, member of a 4-H Club, would be a more dazzling

television star than Milton Berle in parts of India. Remember that two thirds of the world is illiterate by our standards — they often don't know the simplest things about hygiene, diet, soil erosion, crop rotation, conservation, etc.

Actually, we should not think of this network as a means to show our way of life — for there is no point in showing Indonesia how huge combines operate in Kansas wheat fields. Half the world has not yet replaced the sickle with the scythe. One of the most attractive features of Communism to the hungry and ignorant is its false promises to modernize their countries — the world needs and wants



**SIX-FOOT** screens could cut the cost per person of the world video network

Drawing by David Shaw

education and modern methods in medicine and agriculture.

But while Communists were promising education *we could be giving it* — not through the use of Americans on these TV screens — but through a country's own people, speaking their own language.

To teach people to read and write would be a great help to the peace of the world. **There are millions of people who cannot read the pamphlets published by the "Voice of America."** Television might use a "whiteboard" instead of a blackboard, but it would be a modern version of the Little Red Schoolhouse which made America great.

We would not have to ask for thanks from the people who thus learned for the first time the ABC's of their own tongue. Bitter is the bread of charity — but when you give a man the means to help himself he keeps his self-respect. You make him more independent and far less susceptible to Communism.

There are parts of the world where this program could increase food production 10 to 20 per cent inside of two years. It would save us much money that we now spend on charity — but its real saving might be in American blood.

Here is a really imaginative program which only this country can carry out. Here are more technical details and figures — and when counting costs, remember that we are now considering an expenditure of 260 million dollars for an H-Bomb.

Let's use Japan as an example, for here is a country which is anxious to learn democracy. We would need 22 relay stations to bounce the TV signals from mountain top to moun-

tain top and cover the country. With a tower and a Diesel generator, each station would cost \$180,000 for a total cost of \$3,960,000. Engineering and supervision would cost another \$300,000 and a completely equipped central studio would be \$350,000. It would cost only about \$300,000 a year to operate it.

Remember that each relay point is also an FM radio transmitter, to carry the sound, so that besides network TV programs there could be local news and educational broadcasts, not to mention music and entertainment as desired by each community. In Japan, as elsewhere in the world, this program could bring to many a remote village the equivalent of a daily newspaper. For about the same cost we could do the same thing in Turkey or Indonesia.

## Mission to Japan

**THIS** summer General Eisenhower, General Marshall, John Foster Dulles and Bernard Baruch appeared on Capitol Hill to testify for an expansion of our information program.

State Department leaders have been most impressed with preliminary investigation of this TV idea, and David Sarnoff, head of RCA, has joined with other industrial leaders to advance the proposal. The first step will probably be a mission to Japan to make a detailed study.

The very least we owe our fallen in Korea is to see that the world knows the meaning of that struggle. A "Vision of America" can do that, and more. There are still places in the world where, if we use our brains, we may never have to use our bullets. *The End*



Senator Mundt